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REMARKS

Entry of this Amendment is proposed because it does not raise any new issues requiring further search, narrows the issues on appeal and does not require further search by the Examiner.

Claims 1-44 are all the claims presently pending in the application.

Claims 8-11, 15, 16, 26, 30, 31, and 33 are amended merely to make editorial changes to the language of the claims in conformance with U.S. Patent practice and not for distinguishing the invention over the prior art, narrowing the claims or for any statutory requirements of patentability. No further search or consideration should be necessary due to these merely editorial amendments.

Further, Applicant specifically states that no amendment to any claim herein should be construed as a disclaimer of any interest in or right to an equivalent of any element or feature of the amended claim.

Claims 1-44, all the claims presently pending in the application, stand rejected on prior art grounds. Claims 1-44 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Herz (U.S. Patent No. 6,460,036).

These rejections are respectfully traversed in the following discussion.

I. THE CLAIMED INVENTION

The claimed invention is directed to a method for automatically personalizing web portals and web services based upon usage history.

In an illustrative, non-limiting embodiment as defined by independent claim 1, a method of displaying predetermined objects on a web page accessed by a user, includes

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one of displaying only those objects of said web page which said user has accessed a predetermined number of times previously, and displaying only those objects of said web page which said user has specified in advance.

Similarly, the exemplary embodiments as defined by independent claims 37, 39, 40, 42, and 43, disclose displaying only those objects of a web page which the user accesses a predetermined number of times or only those objects of a web page which a user has specified in advance.

Conventionally, most users who access web sites typically do not care about all of the services and information offered by the site but, instead, usually access the site for only specific information. That is, a repeat user will normally use only part of the site. Therefore, repeated visits can show exactly what part of the site the user normally accesses.

However, convention browsers are unaware of these user usage patterns for specific portal sites.

Thus, conventional browsers will display all of the contents of a portal site, including contents that normally are not used by the user, which results in irrelevant display of information and causes a hindrance to the user or a hindrance to the device being used to access the web page (e.g., handheld devices, voice browsers, etc.). By repeatedly downloading, processing, and displaying information that will not likely be used, conventional browsers waste resources, slow down the system, and take up unnecessary bandwidth, thereby resulting in inefficient Web sessions.

The claimed invention, on the other hand, provides a method and system of displaying predetermined objects on a web page accessed by a user, including displaying

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only those objects of the web page which the user has accessed a predetermined number of times previously or displaying only those objects of the web page which the user has specified in advance.

With the unique and unobvious aspects and features of the invention, it is unnecessary for the browser to display contents of the web site that will not be of immediate interest to the user.

In other words, as the user repeatedly visits sites of interest and selectively uses entries, or if the user explicitly specifies to the system the entries of interest, the browser can determine what parts of the Web site to display to the user and in what order.

Thus, if the user is using a device with limited form factor or is on a slow bandwidth connection, a more efficient Web session will result as the resources of the browser will not be wasted on irrelevant objects, and the user's system and display of relevant contents will not be unnecessarily slowed (e.g., see specification at page 4, line 20, to page 5, line 4).

Moreover, if the user faces other challenges to web accessibility (for example, as a result of other alternative access strategies (voice access, etc.) or cognitive and/or physical disabilities), the system can personalize Web sites to suit the user's requirements.

Further, if the user has limited time to access web resources, the invention provides a more efficient browser because the user will not have to sift through information on the Web site that is not relevant to the user's goals (e.g., see specification at page 5, lines 4-11).

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II. THE HERZ REFERENCE

The Office Action maintains the rejection of claims 1-44 under 35 U.S.C. § 103(a) as being unpatentable over Herz.

Applicants' remarks submitted in the Amendment under 37 C.F.R. § 1.111 filed on March 17, 2004, are incorporated herein by reference, for the Examiner's convenience.

In the present Office Action, the Examiner states that Applicants have argued that:

1. *Herz does not limit the information on the web page, because Herz merely organizes and prioritizes the information displayed on the web page.*
2. *Herz does not teach or suggest the advantages of the claimed invention in which the objects displayed are limited in order to provide efficient web sessions, such as in cases where the device used to access the web page has limited resources.*

(see Office Action at page 9, numbered paragraph 25).

In the Examiner's response to arguments, the Examiner states that the cited passage from Herz (i.e., Herz at Abstract, lines 10-17) allegedly indicates that:

there are two stages (sic) of selection: (i) the system automatically selects "from the plethora of target objects..." (a limiting and organizing stage); and (ii) the user can then select from these potentially relevant target objects.

(see Office Action at page 9, numbered paragraph 26; emphasis added).

Thus, the Examiner alleges that "*it is clear that Herz's method does limit irrelevant objects from shown on the page*" (see Office Action at page 9, numbered paragraph 25; emphasis Applicants').

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Further, the Examiner alleges that “[a]s to point 2, it is noted that the advantage statement is not found in the claims (in particular claims 1, 37, 39, 40, 42, and 44)” and for at least these reasons, “the prior art of record reads on the claims” (see Office Action at page 9, numbered paragraph 26).

Applicants respectfully note that the Examiner no longer asserts that Herz discloses that “the web pages are displayed based on” “those objects of said web pages that have been specified in advance” (e.g., see Final Office Action dated May 12, 2004, page 3, lines 1-2; compared with non-Final Office Action dated December 17, 2003, page 3, numbered paragraph 5, lines 8-10; emphasis added).

For at least the following reasons, Applicants respectfully disagree with the Examiner’s position, and therefore, respectfully traverse this rejection.

Applicants respectfully submit that Herz does not disclose or suggest all of the features of the claimed invention, and does not teach or suggest the complete detail as recited in the claims. Therefore, Herz clearly does not anticipate, or render obvious, the claimed invention as defined by independent claim 1.

Indeed, Herz is not even concerned with the same problems addressed by the claimed invention, and further, is not capable of solving those problems identified and solved by the claimed invention.

Moreover, Herz does not disclose or suggest all of the features of the claimed invention.

For example, the claimed invention is concerned with displaying predetermined objects “on a web page accessed by a user”, while, in contrast to the claimed invention, Herz merely is concerned with information searching techniques.

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For example, independent claim 1 recites:

A method of displaying predetermined objects on a web page accessed by a user, comprising:
 one of displaying only those objects of said web page which said user has accessed a predetermined number of times previously, and displaying only those objects of said web page which said user has specified in advance.

(emphasis added).

That is, in the claimed invention, when a user accesses a web page, it is unnecessary for the browser to display contents of the web page that will not be of immediate interest to the user.

In other words, as the user repeatedly visits *sites* of interest and selectively uses entries, or if the user explicitly specifies to the system the entries of interest, the browser can determine what parts of the Web site to display to the user and in what order.

Thus, if the user is using a device with limited form factor or is on a slow bandwidth connection, a more efficient Web session will result as the resources of the browser will not be wasted on irrelevant objects of the Web site, and the user's system and display of relevant contents will not be unnecessarily slowed (e.g., see specification at page 4, line 20, to page 5, line 4).

Moreover, if the user faces other challenges to web accessibility (for example, as a result of other alternative access strategies (voice access, etc.) or cognitive and/or physical disabilities), the system can personalize Web sites to suit the user's requirements (e.g., see specification at page 5, lines 5-10).

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Also, if the user has limited time to access web resources, the invention provides a more efficient browser because the user will not have to sift through information on the Web site that is not relevant to the user's goals (e.g., see specification at page 5, lines 4-11).

In contrast to the claimed invention, Herz merely discloses an information retrieval system for performing research (e.g., searching data for objects of relevance and interest).

For example, Herz discloses, in the Abstract, that:

This invention relates to customized electronic identification of desirable objects, such as news articles, in an electronic media environment, and in particular to a system that automatically constructs both a "target profile" for each target object in the electronic media based, for example, on the frequency with which each word appears in an article relative to its overall frequency of use in all articles, as well as a "target profile interest summary" for each user, which target profile interest summary describes the user's interest level in various types of target objects. The system then evaluates the target profiles against the users' target profile interest summaries to generate a user-customized rank ordered listing of target objects most likely to be of interest to each user so that the user can select from among these potentially relevant target objects, which were automatically selected by this system from the plethora of target objects that are profiled on the electronic media. Users' target profile interest summaries can be used to efficiently organize the distribution of information in a large scale system consisting of many users interconnected by means of a communication network. Additionally, a cryptographically-based pseudonym proxy server is provided to ensure the privacy of a user's target profile interest summary, by giving the user control over the ability of third parties to access this summary and to identify or contact the user.

(see Herz at Abstract, lines 1-25).

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On the other hand, Herz specifically discloses a problem of enabling:

a user to access information of relevance and interest to the user without requiring the user to expend an excessive amount of time and energy searching for the information.

(e.g., see Herz at column 1, lines 46-49; emphasis added).

Moreover, Herz specifically discloses that:

These hierarchies of clusters then form the basis for menuing and navigational systems to allow the rapid searching of large numbers of articles. This same clustering technique is applicable to any type of target objects that can be profiled on the electronic media.

(e.g., see Herz at column 7, lines 43-48; emphasis added).

Indeed, Herz further discloses that:

In classical Information Retrieval (IR) technology, the user is a literate human and the target objects in question are textual documents stored on data storage devices interconnected to the user via a computer network. That is, the target objects consist entirely of text, and so are digitally stored on the data storage devices within the computer network. However, there are other target object domains that present related retrieval problems that are not capable of being solved by present information retrieval technology which are applicable to targeting of articles and advertisements to readers of an on-line newspaper:

(a.) ...

(g.) the user is a net-surfer and the target objects are links to pages, servers, or news groups available on the World Wide Web which are linked from pages and articles on-line newspaper.

(h.)

(e.g., see Herz at column 9, lines 6-50).

Thus, Herz merely is concerned with information searching techniques (i.e., searching the Web or a data base for relevant objects), instead of displaying predetermined objects "on a web page accessed by a user", as claimed.

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Accordingly, if the user faces challenges to web accessibility (for example, as a result of alternative access strategies (voice access, etc.) or cognitive and/or physical disabilities), the system of Herz clearly could not, for example, personalize Web sites to suit the user's requirements, as would be possible with the claimed invention (e.g., see specification at page 5, lines 5-10).

Indeed, Herz does not contemplate, or for that matter even mention, such problems or solutions as described and solved by the claimed invention, but instead, merely relates to information searching techniques.

Notwithstanding the above, Applicants respectfully submit that even assuming *arguendo* that Herz and the claimed invention could be considered to be concerned with the same problems, Herz still does not disclose or suggest all of the features of the claimed invention.

As mentioned above, the Examiner alleges that the abstract of Herz discloses that *"there are two stages (sic) of selection: (i) the system automatically selects "from the plethora of target objects..."*, which the Examiner compares to *"a limiting and organizing stage"* and also that *"(ii) the user can then select from these potentially relevant target objects"* (see Office Action at page 9, numbered paragraph 26). Thus, the Examiner alleges that *"it is clear that Herz's method does limit irrelevant objects from shown on the page"* (see Office Action at page 9, numbered paragraph 25; emphasis Applicants').

However, Applicants respectfully submit that the claimed invention does not recite merely *"a limiting and organizing stage"*, or for that matter, recite a method of merely limiting *"irrelevant objects from shown on the page"* as alleged by the Examiner.

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Instead, independent claim 1 recites:

one of displaying *only* those objects of said web page which said user has accessed a predetermined number of times previously, and displaying *only* those objects of said web page which said user has specified in advance.

(emphasis added).

Thus, by displaying only those objects of the web page which meet at least one of the claimed limitations, the claimed invention provides, for example, a more efficient Web session since the browser will not be wasted on irrelevant objects of the web page (e.g., see specification at page 4, line 20, to page 5, line 4).

As another example, if the user faces other challenges to web accessibility (for example, as a result of other alternative access strategies (voice access, etc.) or cognitive and/or physical disabilities), the system can personalize Web sites (i.e., the web page) to suit the user's requirements (e.g., see specification at page 5, lines 5-10).

In contrast to the claimed invention, Herz merely discloses automatically selecting articles (i.e., searching for articles) of interest to a user (e.g., see Herz at column 79, lines 46-47).

Herz is completely silent with respect to what objects would be displayed on the web page when the user selects one of the automatically selected articles (i.e., when the user "clicks" on the link to one of the automatically selected articles and the web page is displayed).

That is, Herz does not disclose that the web page or site, which includes the article itself, would display only those objects of the web page which the user has

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accessed a predetermined number of times previously, or only those objects of the web page which the user has specified in advance, as claimed.

Contrary to the claimed invention, Herz merely is concerned with information searching techniques.

For somewhat similar reasons, Applicants respectfully submit that Herz also does not disclose or suggest all of the features of independent claims 37, 39, 40, 42, and 43.

For example, independent claim 37 recites a method of selectively tracking of web service usage by a user, comprising:

sensing a number of times a user visits a website;
sensing links for objects and other interactive objects on a home page of the website, accessed by the user; and
displaying only those objects which the user accesses a predetermined number of times (emphasis added).

On the other hand, independent claim 39 recites a system for displaying predetermined objects on a web page accessed by a user, comprising:

a sensor for sensing whether a web page has been accessed by said user; and
a display for displaying one of only those objects of said web page which said user has accessed a predetermined number of times previously, and only those objects of said web page which said user has specified in advance (emphasis added).

Independent claim 39 recites a system for selectively tracking web service usage by a user, comprising:

means for sensing a number of times a user visits website;
means for sensing links for objects and other interactive objects on a home page of the website, accessed by the user; and
a display for displaying only those objects which the user has accessed a predetermined number of times previously (emphasis added).

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Further, independent claim 42 recites a “signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method of displaying predetermined objects on a web page accessed by a user, said method comprising: one of displaying only those objects of said web page which said user has accessed a predetermined number of times, and displaying only those objects of said web page which said user has specified in advance” (emphasis added).

Moreover, independent claim 43 recites a signal-bearing medium tangibly embodying a program of machine-readable instructions executable by a digital processing apparatus to perform a method of selectively tracking of web service usage by a user, said method comprising:

sensing a number of times a user visits a website;
sensing links for objects and other interactive objects on a home page of the website, accessed by the user; and
displaying only those objects which the user accesses a predetermined number of times (emphasis added).

In other words, by merely disclosing information searching techniques which merely rank all of the potential or desirable objects and use similarity thresholds as a criteria for selecting objects or web pages to be displayed, Herz does not necessarily disclose or suggest the claimed invention recited in claims 1-44.

Thus, Herz clearly does not teach or suggest all of the features of claims 1-44, nor the advantages arising there from, in which the objects of the web page itself that are

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displayed are limited in order to provide efficient Web sessions, such as in cases where the device used to access the web page has limited resources.

Instead, Herz merely provides an information searching technique or method for more efficient searching of, for example, a data base or articles on the web.

For at least the following reasons, Applicants submit that there are elements of the claimed invention that are not taught or suggested by Herz. Therefore, the Examiner is respectfully requested to withdraw the rejection of claims 1-44 and permit these claims to pass to allowance.

III. CONCLUSION

In view of the foregoing, Applicant submits that claims 1-44, all the claims presently pending in the application, are patentably distinct over the prior art of record and are in condition for allowance. The Examiner is respectfully requested to pass the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary in a telephonic or personal interview.


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The Commissioner is hereby authorized to charge any deficiency in fees or to credit any overpayment in fees to Assignee's Deposit Account No. 09-0441.

Respectfully Submitted,

Date: July 12, 2004

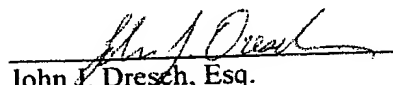

John J. Dresch, Esq.
Registration No. 46,672

Sean M. McGinn, Esq.
Registration No. 34,386

McGinn & Gibb, PLLC
8321 Old Courthouse Road, Suite 200
Vienna, VA 22182-3817
(703) 761-4100
Customer No. 21254

CERTIFICATE OF TRANSMISSION

I certify that I transmitted via facsimile to (703) 872-9306 the enclosed Amendment under 37 C.F.R. § 1.116 to Examiner Wen Tai Lin on July 12, 2004.


John J. Dresch, Esq.
Registration No. 46,672

Sean M. McGinn, Esq.
Registration No. 34,386